



**TWO  
RIVERS**  
WISCONSIN

# EXPLORE TWO RIVERS MEETING OF THE BOARD OF DIRECTORS

Tuesday, March 5, 2024 at 7:45 AM

Two Rivers Parks and Recreation  
Department – Koska Room  
Two Rivers, WI 54241

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## MINUTES

1. **CALL TO ORDER**
2. **ROLL CALL**
  - a. **ATTENDING:** Gina Krahn, Nancy Nabak, Jeff Dawson, Joy Krieger, Brenda Koprowski, John Wyrostek, Mike Mathis. Ric Carey
  - b. **ABSENT:** Tonya Prosser
3. **APPROVAL OF MEETING MINUTES:**
  - a. December 2023 Motion by Ric, seconded by Gina. Motion carried by unanimous vote.
  - b. February 2024 Motion to accept as presented with updates on motions from previous meeting made by Gina, seconded by John. Motion carried by unanimous vote.
4. **EXPLORE TWO RIVERS BOARD CHAIR REPORT**
5. **BUDGET UPDATE**
  - a. **Room Tax YTD Update (Working on year-over-year comparisons)** Reviewed data and noted decline in December 2024 year over year comparison. Discussed using past data to make forecasting predictions for 2024 and 2025 as part of ongoing budgeting work.
  - b. **2024 Budget Review (Proposed in depth discussion at April Meeting)** Board agreed to spend more time at the meeting in April reviewing the 2024 budget in conjunction with the marketing plan for the year.
6. **GRANTS**
  - a. **Opportunity Grant (Action Item: vote to approve)** Motion to accept the Opportunity Grant Application and Opportunity Grant Scoring Rubric with amended language emphasizing the funding for the grant comes from room tax revenue and that the granting range is \$500 to \$5000. Motion by Gina, seconded by John, Motion carried by unanimous vote.  
  
Board also made a motion that the Tourism Director can approve grant applications up to \$4,999. All grants at or greater than \$5,000 should be approved by the board. In addition, any grant application received that may present a conflict of interest for the Tourism Director should be brought to the Explore Board for approval. Motion by Ric, seconded by John, Motion carried by unanimous vote.
7. **TOURISM DIRECTOR'S REPORT**
  - a. **Past 30 days** – See Director's Report
  - b. **Looking ahead**

### c. Discussion

## 8. MARKETING REPORT

### a. Affiliations

- i. **Explore TR DMO application update.** Joe has been in communication with Julia Hertel - Executive Director - Destinations Wisconsin. Julia advised pursuing the Association Level DMO level. There was consensus within the board to pursue this level. Julia also indicated that down the road the level could be upgraded as part of the application process after we receive our 501(C)6 Determination letter from the IRS.
- ii. **Chamber of Manitowoc County – Marketing Committee** Joe has been asked to join the Chamber of Manitowoc marketing Committee and has accepted.
- iii. **Harbor Towns – Strategic Planning** Committee Joe participated in the strategic planning session of the Harbor Towns group. They drafted a new mission and vision statement that will be approved at the next meeting later this spring. Joe will meet with this group at the Governor's Conf. on Tourism on March 10<sup>th</sup>.
- iv. **Wisconsin Agricultural Tourism Association – Became Organizational Member** Joe has registered Explore Two Rivers with this organization. The annual meeting was held on March 6, 2024 and Joe attended. Agrotourism is an area we can pursue as we move through 2024 and into 2025 to attract new visitors.

### b. Social Media

- i. Explore Two Rivers Facebook page update. Page activated 2/22/2024.
- ii. Explore Two Rivers Instagram update. Working with the IT Dept. to get access.
- iii. Explore Two Rivers LinkedIn update.

### c. Website

- i. **Update on content (review changes)** The Explore page has been updated with some realignment of categories and consolidation. The next update will involve adding the new "Opportunity Grant" tab and drop-down menu. In addition, the "Places to Stay" tab will be separated into categories in the drop-down menu so that the page does not run on and becomes more user friendly.

### d. Print Media

- i. **Review and pick Explore Two Rivers business envelopes.** The Explore Board reviewed and selected new designs for a business envelope, oversized information envelopes, and Explore Two Rivers Thank You cards w/envelope.
- ii. **Fox Cities Magazine**
  1. **Update on partnering with TRBA for a full page add in the 2024 Worth the Drive edition.** Joe is meeting with the President of TRBA on March 22 to review the ad from 2023 and to create a joint marketing plan for 2024.
  2. **Board approval to move forward on joint purchase of \$1,800.00 ad. Shared cost will be each. ETR \$600.00 + TRBA \$1,200.00 (Action Item)** This was not reviewed and approved as Joe needed to confirm the shared price with TRBA.

9. **NEXT MEETING DATE April 9, 2024, at 7:45am in the Council Chambers of City Hall**

10. **ADJOURNMENT** Motion by Ric, seconded by John. Motion carried by unanimous vote.